



STATE OF CONNECTICUT – COUNTY OF TOLLAND  
INCORPORATED 1786

# TOWN OF ELLINGTON

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## ELLINGTON ECONOMIC DEVELOPMENT COMMISSION

### SPECIAL MEETING MINUTES

BUSINESS EVENT - WEDNESDAY, APRIL 9, 2014

40 MAPLE STREET (ELLINGTON SENIOR CENTER), ELLINGTON, CT

**PRESENT:** Chairman Sean Kelly, Vice Chairman Chris Todd, Stanislav Moline, Stefanie Cunningham, David Hurley, and Alternate Donna Resutek

**ABSENT:** Gilbert Gamboa

#### STAFF

**PRESENT:** Lisa Houlihan, Town Planner and Acting Recording Clerk

#### I. CALL TO ORDER:

Chairman Kelly called the EDC meeting to order at 6:30 p.m.

##### • 6:30 – 7:30 NETWORKING HOUR

A networking hour was conducted. Attendees included area businesses, commission members and consultants from the Connecticut Small Business Development Center (SBDC).

Emily Carter and Alicia Demars of SBDC were present. Ms. Carter explained that SBDC has a team of experts that provide no-cost assistance to help launch new small businesses and help existing small businesses expand. They provide many services like business plan review, marketing, social media training and loan application assistance. Ms. Carter provided copies of SBDC's *Small Business is BIG Business in Connecticut* flyer. Planner Houlihan will have the flyer posted on the EDC's webpage.

Ms. Houlihan advised attendees about a meeting in Coventry on April 24<sup>th</sup> that will include a presentation on UCONN's Tech Park and Next Generation Projects. A handout detailing more information about the April 24<sup>th</sup> event was present.

##### • 7:30 – 8:00 ONLINE BUSINESS DIRECTORY

Chairman Sean Kelly conducted a Power Point presentation demonstrating "Shop Ellington", an electronic business directory intended to support "buy local"

initiatives by enhancing online and mobile presence and help to connect businesses and consumers.

Chairman Kelly explained the process a business would follow to add their business to the site and how businesses can use the site to post coupons and promotions, post job ads and services, etc. Businesses that sign-up are provided with their own micro-site. Chairman Kelly noted the instructional flyer that was present to assist with accessing Shop Ellington. He also noted the customer informational sticker that was present.

- **8:00 – 8:30 OPEN DISCUSSION**

Discussion ensued.

## **II. ADJOURNMENT:**

Chairman Kelly adjourned the meeting at 8:30 pm.

Respectfully Submitted:



Lisa M. Houlihan  
Acting Recording Clerk